

## ABSTRACT

A rule-based personalization framework wherein an administrative tool is implemented as a web application, and the tool allows a non-technical user -- such as a business or marketing manager -- to define and manage rules and deploy them in a runtime environment. A rule is comprised of a set of condition types and action types. The manager utilizes a set of routines to create new rules or to search for existing rules. The source code of an application or application page will have tags embedded therein for association of the various actions. A rule is thereby deployed by associating certain actions with certain tags within the application. As the application is rendered, the tag will be encountered and the action executed. Actions might also be arbitrary in nature, having a predetermined interface that is implemented by the action in order for the action to be implemented properly into the associated framework.